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## ***FOOD SAFETY AND TEENS - PERFECT RECIPE TO INCREASE FOOD HANDLING AWARENESS***

*\$47,000 Grant from FDA will assist Milwaukee Health Department to partner with  
Strive Media Institute to develop unique safe food handling video*

The Food and Drug Administration (FDA) has awarded a total of \$300,000 in grant funding for innovative food safety projects. The City of Milwaukee Health Department (MHD) was among 53 applicants and one of six award recipients. The maximum award per applicant was \$50,000. The MHD was awarded \$47,000. In partnership with Strive Media Institute, the MHD envisioned the project ***“Reality Check: Teens as Informed Food Handlers”*** as an innovative way to bring food safety information to adolescents and teens.

Through this project the MHD will work with Strive Media Institute to develop a food safety video on DVD and VHS, as well as the development of a website where teens can take food safety quizzes with links to other health information such as healthy eating tips and exercise. In addition, the video will air on one of Strive Media Institute’s Gumbo Television segments. “Recruiting youth and community organizations to spread public health advice helps everyone,” said **Seth L. Foldy, M.D. Milwaukee Health Commissioner**. “Young people get a deeper understanding of health issues, and they help us reach tomorrow’s workforce more effectively.” Food safety information would also appear in six issues of their Gumbo Magazine. The development and production of such media products will be expedited by teenagers for their peers and used in certain MPS middle and senior high schools. “The long-term benefit to the City is to lower the incident of food borne illness through improved food handling as these young teens enter the labor market as food handlers,” said **Loyce C. Robinson, Consumer Environmental Health Manager**, Milwaukee Health Department.